

Overview

Americans in the 21st century are on fast-forward in nearly every aspect of their lives.

From work to school to the dinner table, families are finding little free time to focus on their health. With fast food restaurants on every corner and vending machines stocked with junk foods, busy consumers opt for convenience over nutrition all too often.

This nutrition section offers communities simple ways to give citizens healthier food choices. From vending machine options to breastfeeding-friendly stores, cities and towns can impact residents' overall health.

Policy

- Policy encouraging healthy food and beverage choices in city/town & county-owned/managed facilities & at city/town-sponsored functions
- Policy encouraging the development & management of Community Gardens
- Policy encouraging the development & management of Farmers Markets
- Policy or action plan to create a breastfeeding-friendly workplace for city/town employees & visitors

Infrastructure

- Participation on existing community-wide coalition to address food issues

- Where applicable, utilize focus groups to test coalition's recommendations
- Existence of breastfeeding room for city/town employees & visitors

Outcomes

- Increase in number of residents using Community Gardens
- Increase in number of residents using Farmers Markets
- Increase in number of healthy food & beverage choices available at city/town & county-owned/managed facilities
- Survey results showing reduction in rate of overweight/obesity
- Increase in number of breastfeeding rooms for city/town employees & visitors

Potential Activities

Nutrition Events:

- Educational inserts in community newsletters, utility bills or newspapers.
- Community Garden events
- Farmers Markets
- Movie theatre ads for nutritious choices
- Healthful community recipe books
- Nutrition labels posted at restaurants or in menus

Nutrition Coalitions/Contacts

District	Agency	Contact Name	Phone	E-Mail Address
State	Utah Nutrition Council	Kris Saunders	(435) 797-3923	kriss@ext.usu.edu
State	Utah 5 A Day Association	Rachel Cox	(801) 538-6269	rachelcox@utah.gov
State	USU Extension	Pauline Williams	(801) 468-3176	paulinew@ext.usu.edu
State	Breastfeeding Coalition	Judy Harris	(801) 538-6122	judyharris@utah.gov
State	WIC	Judy Harris	(801) 538-6122	judyharris@utah.gov
State	Check Your Health		(801) 541-2539	
	American Heart Association	Laura Wall	(801) 484-3838	laura.wall@heart.org
	American Cancer Society	Shannon McQuade	(801) 483-1500	

Nutrition Web Sites

Name of Web Site	Web Site Address
5 A Day	www.5aday.com
American Dietetics Association	www.eatright.org/public
Centers for Disease Control and Prevention	www.cdc.gov/health/nutrition.htm
Center for Nutrition Policy and Promotion	www.usda.gov/cnpp
Community Gardens	www.cs.utah.edu/~richardc/utah-gardens/resourcefulness.html
Federal Nutrition and Heath Information	www.nutrition.gov
Healthy People 2010	www.healthypeople.gov
Utah Dietetic Association	www.eatrightutah.org

Farmers Markets

Direct marketing of farm products through farmers markets continues to be an important sales outlet for agricultural producers nationwide, particularly the small farm operators. Farmers markets, now an integral part in the urban/farm linkage, have continued to rise in popularity, mostly due to growing consumer interest in obtaining fresh products directly from the farm. Farmers markets also help to promote nutrition education, wholesome eating habits, and better food preparation, as well as boosting the community's economy.

The number of farmers markets in the United States has grown dramatically, increasing 79 percent from 1994 to 2002. According to the 2002 National Farmers Market Directory, there are over 3,100 farmers

markets operating in the United States. This growth clearly indicates that farmers markets are meeting the needs of a growing number of farmers with small- to medium-size operations, while increasing access, particularly in urban communities, to fresh, nutritious foods. Statistically:

- Farmers markets are an important source of revenue. 19,000 farmers reported selling their produce only at farmers markets.
- 82 percent of markets are self-sustaining; market income is sufficient to pay for all costs associated with the operation of the market (not including grant or in-kind support).
- 58 percent of markets participate in WIC coupon, food stamps, local and/or state nutrition programs.
- 25 percent of markets participate in gleaning programs aiding food recovery organizations in the distribution of food and food products

Farmers Markets

Farmers Market/Location	Contact	Phone	E-Mail Address
Bountiful Farmers Market, Five Points Mall, Bountiful seasonal (Thursday- Saturday, 8:00 a.m.)			
Box Elder County Fruitway, Highway 89, Brigham City			
Thanksgiving Point Farmers Market, 3003 North Thanksgiving Way, Left seasonal July-October, Friday- Sunday, 9:00 a.m.-2:00 p.m.)	K.C. Agney	(801) 768-4929	
Lindon Farmers Market, 60 North State Street seasonal October, Saturday, 8:00 a.m.-10:00 a.m.)	Grant Lund	(801) 785-7981	
Cache Valley Gardeners' Market, Garff Park behind Tony Roma's seasonal (May-October, Saturday, 8:00 a.m.-12 noon)	Penny Trinca	(435) 753-1759	penny-trinca@ut-nacdn.net
Community Farmers Market, Murray Park, Murray seasonal (August -October Friday & Saturday, 9:00 a.m.-3:00 p.m.)	Reed Balls	(801) 233-3010	mtb@sisna.com
Ogden Farmers Market, 25th Street and Wall, Ogden Saturday, 8:00 a.m.-11:00 a.m.	Robin MacNofsky	(801) 394-3913	
Park City Farmers Market, Park City Mountain Resort, lower parking lot seasonal (Wednesday, 3:00 p.m.-7:00 p.m.)	Barb Clark	(435) 649-6100, ext. 609	
Provo - Downtown Business Alliance, Provo	Susan Bradford	(801) 377-2700	
SLC Downtown Farmers Market, Pioneer Park, 300 W. & 300 S., SLC open-air/seasonal (June-October, Saturday, 8:00 a.m.-1:00 p.m.)	Brennan Creed	(801) 359-5118	Brennan@downtownslc.org
South Town Farmers Market, 10400 South State Street, Sandy seasonal (August-October, Friday & Saturday, 9:00 a.m.-3:00 p.m.)	Reed Balls	(801) 233-3010	mtb@sisna.com
Spanish Fork Farmers Market, Center & Main Streets, Spanish Fork open-air/seasonal (Saturday, 10:00 a.m.)	Mary Maslyn	(801) 798-5000	

Farmers Markets Web Site

Name of Web Site	Web Site Address
Utah Farmers Markets	www.ams.usda.gov/farmersmarkets/states/utah.htm

Community Gardens

Community gardening benefits a community in a number of ways. It stimulates social interaction, beautifies neighborhoods, encourages self-reliance, provides nutritious food, cuts family budgets, and creates recreational opportunities, provides exercise, therapy, and fun.

Community gardens can be built and maintained by groups of neighbors, members

of agencies, faith-based groups or schools. Gardens are planted anywhere there is available space, from abandoned vacant lots to unused grassy patches to old railroad beds to apartment building greenspace. Sometimes the gardeners themselves use the vegetables harvested in community gardens. Some may be donated to local food banks.

Community Gardens Contacts/Coalitions

District	Agency	Contact Name	Phone	E-Mail Address
SL		Utah G.A.R.D.E.N.S. Inc		(801) 266-3310

Community Gardens Web Sites

Name of Web Site	Web Site Address
American Community Gardening Assoc.	www.communitygarden.org
City Farmer	www.cityfarmer.org
Food Share	www.foodshare.net/index.htm
Garden Web	www.gardenweb.com
Open-pollinated and Heirloom Seeds	www.victoryseeds.com
Utah G.A.R.D.E.N.S.	www.cs.utah.edu/~richardc/utah-gardens/resourcefulness.html
Utah State University	http://extension.usu.edu/coop/comm/crd/survey/survlist.htm
Wasatch Community Gardens	www.wasatchgardens.org
Youth Gardening in Utah	www.governor.state.ut.us/html/fish_gardens.htm

Vending Machines

A Step-by-Step Guide to Incorporating Healthy Foods into Your New or Existing Vending Machine

Vending Machine

This is designed to help you incorporate healthy food choices into vending machines via the incorporation of a new “healthy” vending machine, or the incorporation of healthy snacks into existing vending machines. If you want to work with existing machines, you may be limited to unrefrigerated snacks.

Foods with a minimum 10% daily value for vitamins A and C, calcium, iron, protein and fiber are considered healthy choices.

Examples include:

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|----------------------------|----------------------|
| • milk | • water |
| • V8 vegetable juice | • peanuts |
| • 100% fruit juices | • sunflower seeds |
| • yogurt | • baked chips |
| • bagels with cream cheese | • granola bars |
| • string cheese | • tuna with crackers |
| • pudding | • dried fruit |
| • soy milk | • breakfast bars |
| • fruit snacks | • pretzel |
| • trail mix | • applesauce |
| | • cereal |

Candy bars, candy, fried chips (i.e. regular Doritos, Lays, etc.), and most cookies **do not** meet the criteria.

Healthy Alternate Food and Beverage Ideas for Community Functions

- Encourage coaches to offer healthy choices for after-game snacks. Prepare a list of healthy snack ideas for volunteer coaches and include in coaches’ information packets at the beginning of the season. Encourage fresh fruits and 100% juice, rather than candy and sodas.
- Install “Healthy Vending Machines” at recreation centers, schools and other government buildings
- Have a concession booth at community events that offers healthy alternatives to typical fair/carnival foods.
- If refreshments are offered at meetings, make

them healthy.

- Offer healthy snacks and lunches at youth summer camps.

Purchasing the Food: Food Catalogs, Wholesale Warehouses

Food catalogs are typically where agencies, especially foodservice, buy food. Examples of food catalogs are Nicholas, Sysco, and VSA (Vending Service of America). These catalogs are great as long as you can get the healthy snacks you want. This may a bit of a treasure hunt unfortunately. Talking to your representative will definitely help, however, choices may be limited. If you have the ability to shop at a wholesale warehouse such as Costco or Sam’s Club, then you will have a very large variety and usually pay the same price or less. Buying at a wholesale warehouse also enables you to find new products more easily since the labels are readily available to make sure the new snack meets the healthy criteria. If you have a contracted vendor, communicating with them on your needs can help make your job easier since they will often do the searching for you.

Purchasing a “Healthy” Vending Machine

You may decide you’d like a new vending machine with both refrigerated and non-refrigerated compartments in order to increase variety and to be able to offer dairy products and cold 100% juices. If this is the case, you will want to contact the following business:

Vina Distributing

351 West 400 South
Salt Lake City, Utah 84101
www.vinal.com
(801) 364-6171

Rentals may be an option. A vending machine that works well, has both refrigerated and non-refrigerated compartments, and can fit almost any size snack is the Wurlitzer Vending Machine. This machine is said to be

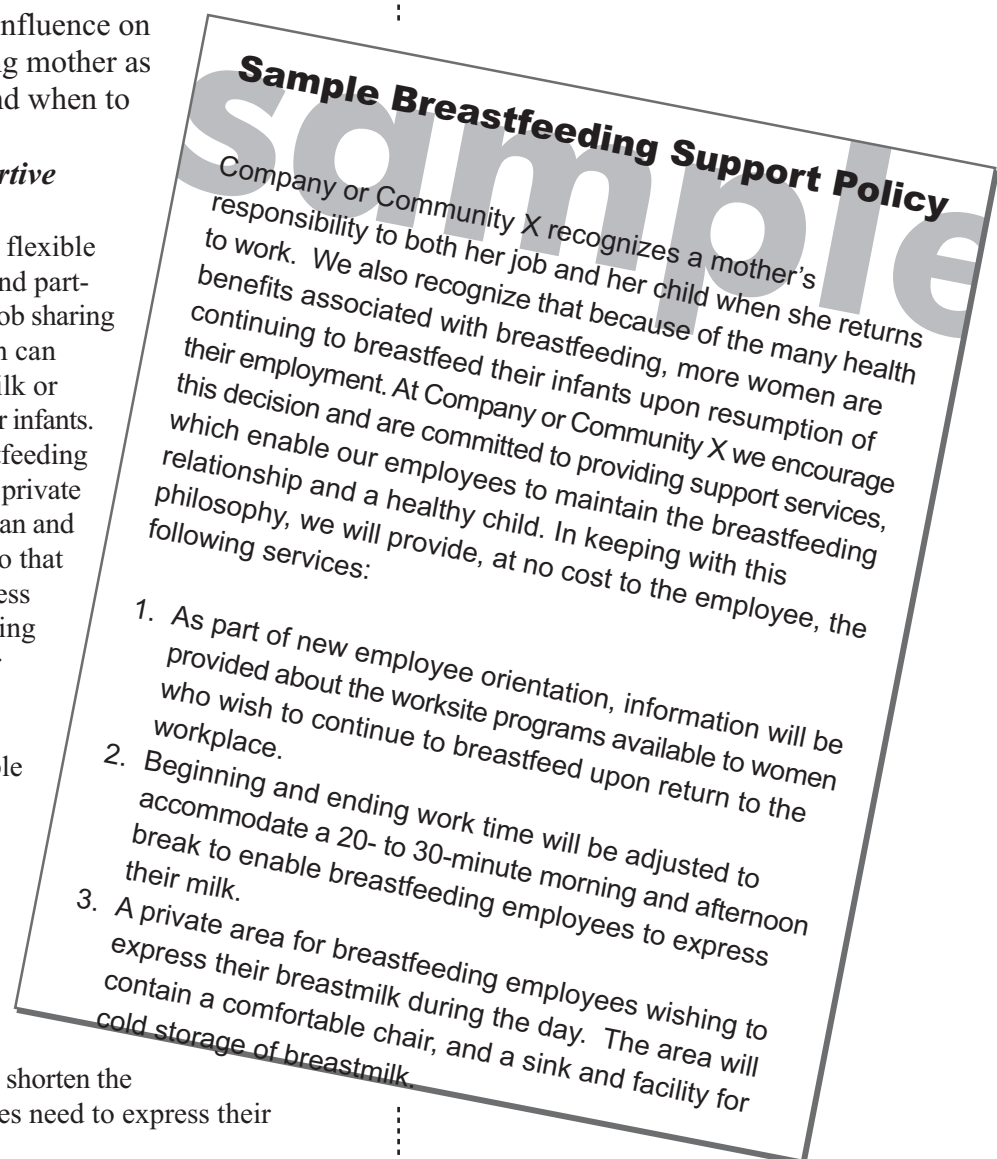
Breastfeeding

Breastfeeding support in the workplace and community can positively impact the health of the community. Specific workplace benefits include: reduced sick/personal time due to illness of worker's child(ren), lower healthcare costs, improved employee satisfaction, increased retention and improved corporate image. Women have the right to exclusively breastfeed their infants and children. A supportive environment can have a positive influence on any breastfeeding mother as she decides if and when to return to work.

Create A Supportive Environment

- Allow breaks, flexible work hours, and part-time work or job sharing so that women can pump their milk or breastfeed their infants.
- Provide breastfeeding mother with a private area that is clean and comfortable so that they can express their milk during work hours or while in a community facility. Visible signage also needs to be provided to advertise this service.
- Rent or purchase an electric breastpump to shorten the time employees need to express their breastmilk.
- Provide a maternity-leave policy that enables mothers to establish a breastfeeding friendly routine and milk supply before returning to work.

- Develop/coordinate with on-site or near-site child-care programs so that infants can be breastfed during the day.
- Write a policy stating the employer or community's support of a woman's choice to breastfeed and the worksite accommodations available to her. The policy is part of the employer's written policy on parenting and or maternity benefits. All pregnant employees are informed of this policy as early in their pregnancy as possible.



Breastfeeding Contacts/Coalitions

District	Agency	Phone
State	La Leche League of Utah	(801) 264-LOVE
State	Utah Breastfeeding Coalition	(800) WIC KIDS
State	WIC Breastfeeding Warmline	(800) 538-6960
Utah	Utah County Breastfeeding	(801) 714-3349

Breastfeeding Web Sites

Name of Web Site	Web Site Address
Academy of Breastfeeding Medicine	www.bfmed.org
La Leche League	www.lalecheleague.org
U.S. Office on Women's Health	www.4woman.gov/breastfeeding
Women, Infants and Children (WIC)	www.health.utah.gov/wic